PHILIP MORRIS U.S.A.

MARKETING RESEARCH DEPARTMENT REPORT

MRD #: 89005

DATED: January 16, 1989

TO: Jim Scully

CC: Brian Schuyler

WRITTEN BY: Janice Durante

SUBJECT: RGA Test of Merit 85mm Versus Winston Lights 85mm

BACKGROUND

The first of eleven blind product tests to support Merit's advertising and direct mail taste claims was conducted in November 1988. Specifically, Merit 85mm and Winston Lights 85mm were evaluated by a nationally representative sample of 85mm non-menthol filter cigarette smokers. The remaining ten blind product tests will be fielded in mid-January with a report issued in early April

Melinda -
Please file -
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METHOD

Cigarettes wer le of non-menthol king size filt Specifically, 508 smokers, aged r the phone using random digit di probability sample of 35,000 telep lified smoker was then sent four wo packs of Merit and two packs e cigarettes were over-tipped to cities and were repackaged in moke First" and "Smoke Second". this test group were asked to rit first. The other half were evaluate Winston Lights first.

With the test cigarettes, smokers were also sent a diary report to aid them in their evaluations. The diary included a series of monadic questions for each cigarette followed by one comparative taste question.

Respondents were called back about ten days after recruitment and product shipment to obtain their responses to three questions. Out of the 508 smokers recruited and sent product, 404 smokers were successfully recontacted and completed the study.

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FILE: MERIT

Source: https://www.industrydocuments.ucsf.edu/docs/fklj0004